

ARTICLE VII. SIGN AND LIGHTING STANDARDS.

7-1. Sign Standards.

(A) *In general.*

1. **Purpose and Scope.**

This section is intended to regulate and control signs and their placement throughout the town of Richfield for the following purposes:

- A. To provide a pleasing overall environmental setting and good community appearance;
- B. To create and promote a productive, enterprising, professional business atmosphere;
- C. To allow signs appropriate to the planned character and development of each zoning district;
- D. To ensure that permitted signs do not become a hazard or nuisance;
- E. To promote traffic safety and safe way-finding for motorists, cyclists and pedestrians;
- F. To prevent permanent and temporary signs from conflicting with public safety signs;
- G. To protect and enhance the value of properties; and
- H. To ensure that the constitutionally guaranteed right of free speech is protected.

(2) **Applicability and Severability.**

- A. It shall be unlawful to construct, enlarge, modify, move or replace any sign or cause the same to be done, without first obtaining a zoning permit for such sign from the Zoning Officer as required by this Ordinance. A fee shall be charged for each sign permit issued.
- B. Notwithstanding the above, changing or replacing the permanent copy on an existing lawful sign shall not require a permit, provided the copy change does not change the physical dimensions of the sign so as to render it in violation of this ordinance.
- C. If any section, specific provision, or standard of these regulations, that now exists or may exist in the future, is found by a court of competent jurisdiction to be invalid for any reason, the decision of the courts shall not affect the validity of any other section, provision, or standard of these regulations except the provision in question. The other portions of these regulations not affected by the decision of the court shall remain in full force and effect.

(3) **General Provisions.** The following regulations shall apply to all signs.

A. Construction Standards.

- (1) All signs shall be constructed and installed in accordance with the applicable provisions of the North Carolina State Building Code.
- (2) All temporary signs shall be constructed of materials and printed on by inks capable of withstanding normal weather conditions.
- (3) All signs, except for banners, flags, temporary signs, and window signs, conforming in all respects with the requirements of this ordinance shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

- B. Electrical Standards.** All illuminated signs shall be installed in accordance with the applicable provisions of the North Carolina State Electrical Code and all detached signs shall be illuminated by an underground electrical source.

- C. Maintenance of Signs.** All signs shall be maintained in good structural and aesthetic condition. Deficiencies such as chipped paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance.
- D. Obstructions Prohibited.** No sign shall be placed so as to obstruct the clear sight triangle at a street intersection nor shall any sign obstruct the view of motorists entering or leaving an off-street parking area.
- E. Relation to Other Building Elements.**
 - (1) Signs shall relate in their placement and size to other building elements without obscuring building elements such as windows, cornices, or decorative details, except that signs may be placed on the inside of windows.
 - (2) Sign material and style shall complement the building façade in terms of design, scale, and materials.
 - (3) Individual shop signs in a single storefront shall relate to each other in terms of design, size, placement on the building, and lettering style.
 - (4) Signs placed on the inside of the window areas shall conceal no more than 25% of the area of the window on which the signs are located.

F. Sign Lighting

- (1) Neon, argon and similar lighting fixtures shall not be used anywhere on the exterior of a building; however, such signs if non-flashing and nonmoving may be mounted on the inside of store windows.
- (2) Signs shall be lighted with indirect light sources (e.g. backlighting). Floodlights may also be used if the light is directed only on the sign and not onto adjacent properties, roadways or the sky and the light fixtures are fully shielded from view through the use of landscaping.
- (3) No sign (other than a ground-mounted sign) within 100 linear feet of a pre-existing residential structure shall be illuminated between the hours of 11:00 pm and 6:00 am.
- (4) See Section 7-1 (a) (3)(K) for provisions for Electronic Message Signs and LED Signs

Figure A – Flag Light



Figure B – Sign Light

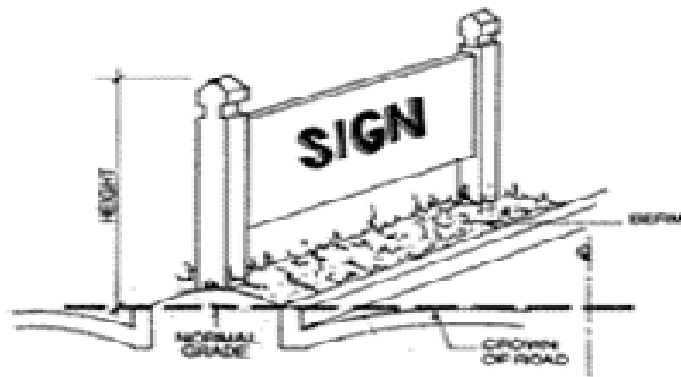
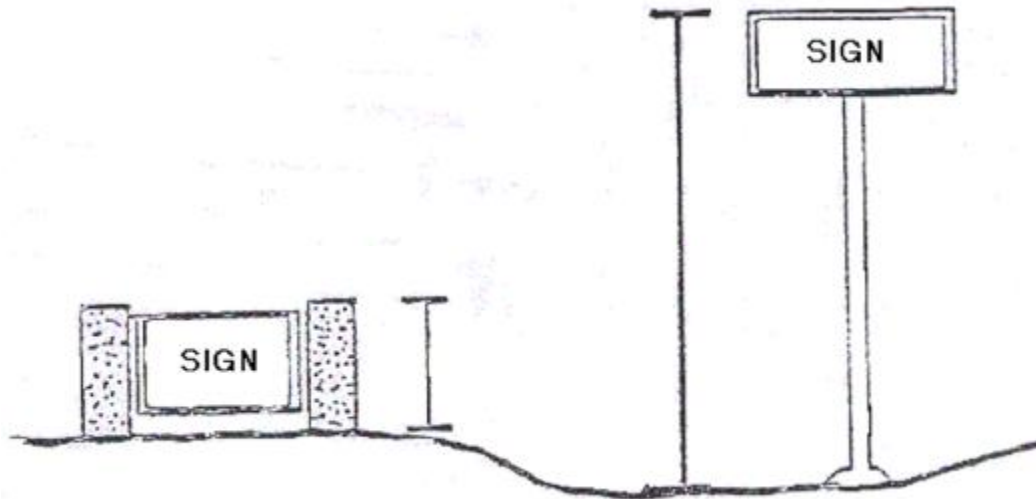


(5) Lighting of Signs and Flags

- a. For signs not internally illuminated, top-mounted fixtures are preferred for legally existing lighted signs. Lighting fixtures used to externally illuminate a sign are preferred to be mounted on the top of the sign structure and direct all light down toward the sign. See Figure B. Fixtures mounted on the ground shall use the minimum lumens necessary to illuminate the sign and shall not exceed 3,700 lumens. All such fixtures shall comply with the shielding requirements of this section.
- b. Signs of the type constructed of translucent materials and wholly illuminated from within do not require shielding. Dark backgrounds with light lettering or symbols are preferred, to minimize detrimental effects. Total lamp lumens per sign shall not exceed 3,700 lumens.
- c. Top-mounted fixtures for the illumination of any flags are preferred. Lighting fixtures used to illuminate a flag can be mounted on the top of the flagpole and direct all light down toward the flag. See Figure d. Ground mounted fixtures shall not exceed 3,700 lumens and shall be directed specifically on the flag and no other features. All such fixtures shall comply with the shielding requirements of this section.
- e. No sign within 100 linear feet of a pre-existing residential structure shall be illuminated between the hours of 11:00 pm and 6:00 am.
- f. All illuminated signs must comply with the maximum luminance level of seven hundred fifty (750) cd/m² or Nits at least one-half hour before Apparent Sunset (dusk), as determined by the National Oceanic and Atmospheric Administration (NOAA), for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, (dawn) as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions.
- g. All signs along state-maintained roadways must meet North Carolina Department of Transportation regulations.
- h. Any interior lighted signs may not be lit at night when the face of the sign is removed or damaged in such a way that the light may distract drivers or adjacent property owners.

G. Sign Height Computation.

- (1) Sign height shall be computed from the lower of: (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. If a sign is to be erected on a slope, the sign height shall be determined by averaging the sign's height from the lowest point directly under the sign and the highest point of the sign including frame. The calculation of the height of any sign placed upon a berm or mound shall include the height of the berm or mound.
- (2) Where a freestanding sign or sign structure is mounted along a roadway that has a higher grade level as compared to the grade level directly below the freestanding sign or sign structure, then the freestanding sign or structure's height will be measured from the roadway grade level to the highest point of the freestanding sign or sign structure.

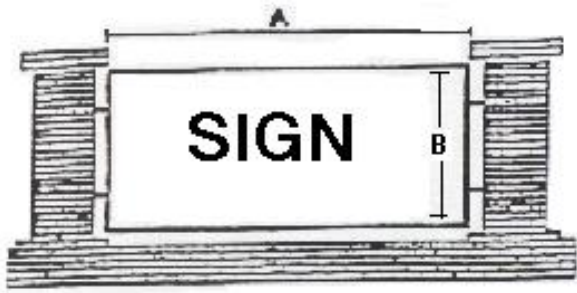


Sign Height Computation

- H. Sign Area Computation.** The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any structural supports, materials or colors forming an integral part of the background of the display.
- I. Sign Area Computation for Multi-faced Signs.** The sign area for a sign with multiple faces shall be computed by adding together the area of all sign faces visible from any one (1) point. When a sign is composed of two (2) or more sign faces, only one (1) of which can be viewed from any one (1) point, and when such sign faces are part of the same structure, the sign area shall be computed by the measurement of one (1) of the faces. For billboards, please see Section 7-1 (A)(4)(E)(4).

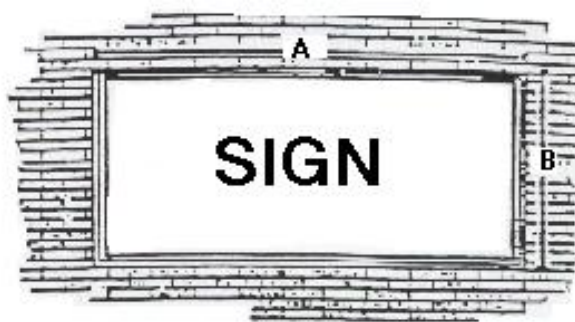
EXAMPLES OF SIGN AREA COMPUTATION:

Ground/Monument Sign

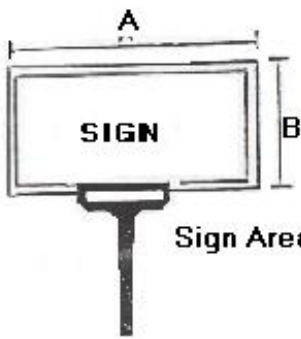


Sign Area = (A)x(B)

Wall Sign/Banner



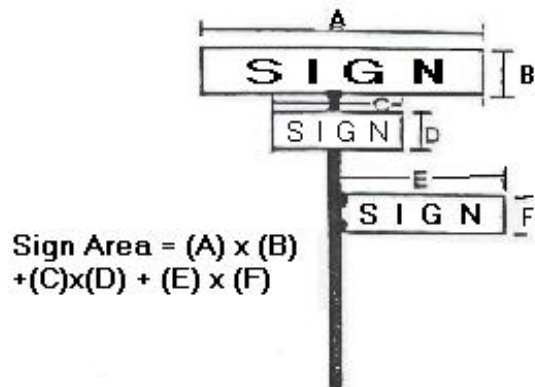
Sign Area = (A)x(B)



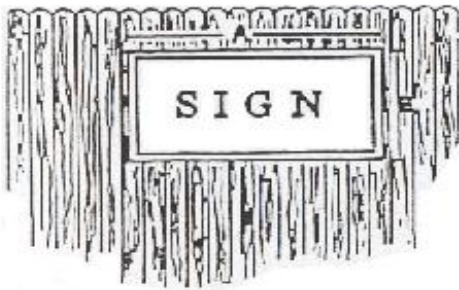
Sign Area = (A)x(B)



Sign Area = (3.14)x(R)²



Sign Area = (A) x (B) + (C)x(D) + (E) x (F)



Sign Area = (A) x (B)



Sign Area = (A) x (B)

J. Forfeiture of Illegal Signs Placed On or Over Public Property. Any sign installed or placed on or over public property, except in conformance with the requirements of this section, shall be forfeited to the public and be subject to confiscation and disposal. In addition to other remedies provided by this section and the Town Ordinances, the town shall have the right to recover from the sign owner and/or installer the full costs of removal and disposal of such sign.

K. Electronic Message Signs, LED Signs and all illuminated signs including Outdoor Advertising.

Electronic message signs displaying time or temperature or a message are permitted as freestanding, wall, projecting, monument or outdoor advertising signs where allowed based on the following conditions:

- (1) The message changes no more than once every five (5) seconds.
- (2) The electronic display shall not be flashing, intermittent, moving, scrolling or animated.
- (3) A change in message must be accomplished within an interval of two (2) seconds or less
- (4) The sign must contain a default design that will freeze the sign in one position if a malfunction occurs.
- (5) The maximum brightness shall be 5000 nits during daylight hours (dawn to dusk). All illuminated signs must comply with the maximum luminance level of seven hundred fifty (750) cd/m² or Nits at least one-half hour before Apparent Sunset (dusk), as determined by the National Oceanic and Atmospheric Administration (NOAA), for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, (dawn) as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions.
- (6) All signs along state-maintained roadways must meet North Carolina Department of Transportation regulations.

(4) Sign Placement and General Conditions.

The following provisions shall apply to the placement of all signs in all districts.

A. In General.

- (1) Signs must be located entirely on private property, unless otherwise permitted by this section.
- (2) No sign may be located so that it blocks the sight triangle at any driveway or public street intersection.

B. Wall Signs, Suspended Signs, and Projecting Signs.

- (1) Wall mounted and projecting signs shall not extend above the eave or parapet of any building.
- (2) Projecting Signs shall not extend more than four (4) feet from a building wall in any zoning district.
- (3) Suspended Signs and Projecting Signs located in C-B and N-B districts may extend up to four (4) feet into the public right-of-way and must be at least eight and one-half (8½) feet above the ground level below the sign.
- (4) No wall sign shall exceed eighteen (18) inches from the wall face. In the C-B and N-B districts a wall sign may project up to eighteen (18) inches into the right-of-way if the bottom of the sign is at least eight and one-half (8½) feet above grade.
- (5) Painted wall signs (murals) are allowed only in districts zoned for business and shall not exceed 50% of the wall area upon which the sign is located.

C. Freestanding Signs.

- (1) All parts of freestanding signs must be set back a minimum of five (5) feet from the right-of-way and ten (10) feet from any adjacent lot line.
- (2) A twenty (20) foot side-yard setback shall be required if the side lot line abuts a Residential district.
- (3) No freestanding sign shall be located closer than five (5) feet from another structure on the same zoning lot.
- (4) No portion of a freestanding sign, including projections, may extend into or over an existing public right-of-way, unless expressly permitted by this Section.
- (5) A freestanding sign shall not be permitted if a principal structure is located less than thirty (30) feet from the edge of that portion of the road right-of-way parallel to the front of said structure.
- (6) Only one (1) freestanding sign is permitted except two (2) shall be permitted if the lot has direct access from two (2) or more public roads. If two signs are allowed, they shall be located at

least two hundred (200) feet apart as measured using the shortest straight-line distance between the two signs.

D. Temporary Signs.

- (1) Temporary signs shall be located on private property unless expressly permitted by this section to be posted on public property.
- (2) All temporary signs shall be anchored, attached, or otherwise affixed to a structure or support so that the sign cannot be easily dislodged by strong winds or heavy rains.
- (3) Temporary displays of holiday or civic events shall not be located in a street right-of-way unless permitted by the County Commissioners or NC Department of Transportation.

E. Outdoor Advertising, Billboards

- (1) All billboards shall be no larger than 400 square feet.
- (2) All signs may be illuminated in accordance with Section 7-1(A)(3)(F) and (K)
- (3) No more than two sign faces are allowed per billboard.
- (4) Where a billboard has two faces, each face shall be back-to-back with no more than 10 foot separation or exceed a V-shape in excess of 45 degrees. V-signs that exceed 45 degrees shall be counted as one face and thus shall reduce the allowable permitted sign area.
- (5) No portion of the billboard shall be closer than 35 feet from any street right-of-way or adjoining property line.
- (6) No billboard shall be located any closer than 50 feet to any building or structure on the property or within 200 feet of any pre-existing residential structure on adjoining property measured in a straight-line distance from the nearest point of the sign or residence.

F. Murals, Building Wraps, Super Graphics

- (1) Shall be located only on the unfinished walls which are devoid of windows, doors, or other points of access and shall not cover architectural features.
- (2) Shall not use changeable-copy, electronic message centers or video displays.
- (3) Must be maintained and be removed or replaced if deterioration is evident with rips, failure of anchoring, fading or discoloration.
- (4) Anchoring to the building must be substantial and not risk harm to any architectural features of the building.
- (5) Murals, Building Wraps, super Graphics are allowed only in districts zoned for business and shall not exceed 50% of the wall area upon which the sign is located.

G. Attention-Getting Devices and Statues: Objects such as statues, symbols, and other items used to attract attention to a lot, building, business or activity:

- (1) Must meet the requirements for Freestanding signs, Section 7-1(A)(4)(C).
- (2) Shall not be mounted above the roof or parapet.
- (3) Must not contain any prohibited elements as described in Section 7-1(A)(11).

J. Window Signs – Rear Projection

- (1) Rear-projection displays are allowed, but shall not cover more than 25% of the actual window area on the same façade on the same floor of the building.
- (2) Any interactive window displays must provide an appropriate place for people to stand while performing the interaction which does not impede pedestrian or other transportation.
- (3) If Rear-projection displays are to be used for more than 60 days at the same location, they shall be considered a permanent sign and shall require a permit.

(5) Permanent Signs by Zoning District.

Signs shall be permitted and prohibited within certain zoning districts as follows:

Permanent Signs by Sign Type and Zoning District

SIGN TYPE	R-A R-40 R-20 R-10	R-8 R M H	N-B	H-B	C-B	G-B	M-1
Canopy/Awning	-	-	Z	Z	Z	Z	Z
Directional/Incidental	P	-	P	P	P	P	P
Directory	-	-	Z	Z	Z	Z	Z
Flag	P	P	P	P	P	P	P
Freestanding (Pole)	-	-	-	Z	-	Z	Z
Marquee	-	Z	Z	Z	Z	Z	Z
Monument (Ground)	Z	Z	Z	Z	Z	Z	Z
Murals, Super Graphics	-	-	Z	Z	Z	Z	-
Outdoor Advertising (Billboard)	-	-	-	Z	-	-	Z
Planned Development (Shopping Center)	-	-	Z	Z	Z	Z	Z
Portable	-	-	P	P	P	P	P
Projecting	-	-	Z	Z	Z	Z	Z
Suspended	-	-	Z	Z	Z	Z	Z
Wall and Projection	Z	-	Z	Z	Z	Z	Z
Window and Rear Projection	-	-	P	P	P	P	P

P = permitted without a permit

Z = permitted only upon issuance of a valid zoning permit

“-“ = not permitted

(6) Sign Height.

The following provisions shall apply to the height of all signs.

- A. Supporting elements of freestanding signs shall not extend above the sign face and shall be included in the measurement of sign height.
- B. Maximum sign height shall be limited by the type of sign and the zoning district in which it is located, as follows:

Maximum Sign Height by Sign Type (in feet)

SIGN TYPE	R-A R-40 R-20 R-10	R-8 RMH	N-B	H-B	C-B	G-B	M-1
Canopy/Awning	-	n/a	n/a	n/a	n/a	n/a	n/a
Directional/Incidental	2	2	4	4	4	4	4
Directory	-	-	4	4	4	4	4
Flag, permanent	*	*	*	*	*	*	*
Freestanding (Pole)	8	-	10	10	8	10	20
Marquee	-	n/a	n/a	n/a	n/a	n/a	n/a
Monument (Ground)	4	4	5	5	4	5	5
Murals, Super Graphics	-	-	(3)	(3)	(3)	(3)	-
Outdoor Advertising (Billboard)	-	-	-	10	-	10	10
Planned Development (Shopping Center)	-	-	5	5	5	5	6
Portable	-	-	4	5	4	5	5
Projecting	-	-	(1)	(1)	(1)	(1)	(1)
Suspended	-	-	(1)	(1)	(1)	(1)	(1)
Wall and Projecting	n/a	-	n/a	n/a	n/a	n/a	n/a
Window and Rear Projecting	-	-	(2)	(2)	(2)	(2)	(2)

* Flag poles shall not exceed twice the maximum building height of the highest building on the lot or 40 feet, whichever is less.

(1) Projecting and Suspended signs shall be at least eight and one-half (8 ½) feet above the ground level below the sign.

(2) Sign placed on the inside of the window areas shall conceal no more than 25% of the area of the window on which the sign(s) are located.

(3) Murals shall not extend above the height of the building to which it is attached.

(7) Number of Signs Permitted.

The number of signs by sign type permitted on an individual zoning lot shall be as follows:

Maximum Number of Signs per Sign Type per Zoning Lot

SIGN TYPE	R-A	R-8	N-B	H-B	C-B	G-B	M-1
	R-40 R-20 R-10	R M H					
Canopy/Awning	-	1 ⁽¹⁾	1 ⁽¹⁾	1 ⁽¹⁾	1 ⁽¹⁾	1 ⁽¹⁾	1 ⁽¹⁾
Directional/Incidental	2 ⁽⁴⁾	2 ⁽⁴⁾	2 ⁽⁴⁾	2 ⁽⁴⁾	2 ⁽⁴⁾	2 ⁽⁴⁾	2 ⁽⁴⁾
Directory	-	-	1	1	1	1	1
Flag Permanent	4	4	4	4	4	4	4
Freestanding (Pole)	2 ⁽⁶⁾	-	2 ⁽⁶⁾	2 ⁽⁶⁾	-	2 ⁽⁶⁾	2 ⁽⁶⁾
Marquee	-	1	1	1	1	1	1
Monument (Ground)	1 ⁽⁶⁾	1 ⁽⁶⁾	1 ⁽⁶⁾	1 ⁽⁶⁾	1 ⁽⁶⁾	1 ⁽⁶⁾	1 ⁽⁶⁾
Murals, Super Graphics	-	-	3 ⁽⁷⁾	3 ⁽⁷⁾	3 ⁽⁷⁾	3 ⁽⁷⁾	-
Outdoor Advertising (Billboard)	-	-	-	-	-	-	1 ⁽⁵⁾
Planned Development (Shopping Center)	-	-	1 ⁽³⁾	1 ⁽³⁾	1 ⁽³⁾	1 ⁽³⁾	1 ⁽³⁾
Portable	-	-	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	-
Projecting	-	-	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾
Suspended	-	-	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾
Wall and Projection	1	-	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾	1 ⁽²⁾
Window and Rear Projection	-	-	n/a	n/a	n/a	n/a	n/a

⁽¹⁾ Per canopy or awning.

⁽²⁾ Per storefront.

⁽³⁾ Per street front

⁽⁴⁾ Per development entrance.

⁽⁵⁾ May be a two-sided (double-faced) sign

⁽⁶⁾ A second freestanding sign is allowed only if the lot has a direct access to two (2) or more public roads per Section 7-1(A)(4)(C)(6)

⁽⁷⁾ Up to three (3) signs are allowed but shall not exceed 50% of the unfinished façade of the building in total.

(8) Sign Area by Zoning District

The amount of sign area permitted for each sign on a zoning lot shall be as follows:

Maximum Sign Area Per Sign Per Zoning Lot (in square feet)

SIGN TYPE	R-A R-40 R-20 R-10	R-8 R M H	N-B	H-B	C-B	G-B	M-1
Canopy/Awning	-	(4)	(4)	(4)	(4)	(4)	(4)
Directional/Incidental	2	2	2	2	2	2	2
Directory	-	-	15	15	15	15	15
Flag permanent	32	32	32	48	32	48	48
Freestanding (Pole)	40	-	40	96	40	40	96
Marquee	-	(1)	(1)	(1)	(1)	(1)	(1)
Monument (Ground)	24	24	24	32	24	24	24
Murals, Super Graphics	-	-	(6)	(6)	(6)	(6)	-
Outdoor Advertising (Billboard)	-	-	-	400	-	400	400
Planned Development (Shopping Center)	-	-	32	32	24	24	24
Portable	-	-	12	12 ⁽⁷⁾	12	-	-
Projecting	-	-	12	12	12	12	12
Suspended	-	-	6	6	6	6	6
Wall and Projection	8	8	(2)	(2)	(2)(5)	(2)	(2)
Window and Rear Projection	-	-	(3)	(3)	(3)	(3)	(3)

- (1) Shall not exceed 75% of the size of the marquee.
- (2) Shall not exceed 10% of the wall area of the façade on which it is located.
- (3) Shall not exceed 25% of the window area.
- (4) Shall not exceed 10% of the canopy or awning.
- (5) Painted wall signs shall not exceed 50% of the wall area upon which the sign is painted.
- (6) Murals, Building Wraps, Super Graphics shall not exceed 50% of the unfinished façade of the building.
- (7) In Shopping Centers only.

(9) Permanent Signs Limited.

A. Notwithstanding Section 7-1(A)(5) and in addition thereto, the following permanent signs shall be permitted without a zoning permit.

- (1) Historical markers, regulatory signs, public interest signs, and warning signs erected and maintained by the county or state or an agent of such.
- (2) Directional signs not exceeding four (4) feet in height nor six (6) square feet in area.
- (3) Identification signs not exceeding two (2) feet in height nor two (2) square feet in area.
- (4) Incidental signs.
- (5) Flags on permanent poles mounted to ground or building.
- (6) Any sign not legible or easily noticeable from a public right-of-way and obviously not intended to attract the attention of the public.
- (7) Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance.
- (8) Traffic control signs on private property, the face of which meets Department of Transportation standards.
- (9) Memorial signs, plaques, grave markers or monuments.
- (10) Integral decorative or architectural features of buildings and works of art.
- (11) Signs located within a stadium, ballpark, park, historic site, or arena intended to be read only by persons within the facility.

B. Notwithstanding Section 7-1(A)(5) and in addition thereto, the following permanent signs shall be permitted upon the issuance of a valid zoning permit.

- (1) Any sign not expressly listed as permitted without a permit shall require the issuance of a valid zoning permit prior to installation.

(10) Temporary Signs and Flags Limited

A. Temporary Signs and Flags Permitted Without a Permit.

- (1) The following temporary signs and flags are permitted without a zoning permit in all residential zoning districts, but shall be in conformance with all other requirements of this ordinance:
 - Balloons – less than 2 feet in diameter
 - Banners and Posters – 24 square feet or less
 - Blade, Flutter, Feather Flags – 42 square feet or less
 - Decorations and holiday displays exhibited for less than 60 days
 - Flags – 42 square feet or less based on zoning district
 - Freestanding – 24 square feet or less, one per lot
 - People Signs – 16 square feet or less or as costumed
- (2) The following temporary signs and flags are permitted without a zoning permit in all commercial and industrial zoning districts, but shall be in conformance with all other requirements of this ordinance:
 - Balloons – less than 2 feet in diameter
 - Banners and Posters – 24 square feet or less
 - Blade, Flutter, Feather Flags – 42 square feet or less
 - Decorations and holiday displays – in place no longer than 60 consecutive days
 - Flags – 42 square feet or less based on zoning district
 - Freestanding – 24 square feet or less, one per lot
 - People Signs – 16 square feet or less or as costumed
 - Sidewalk Signs – 12 square feet or less

- Umbrellas – no higher than 8 feet from ground or balcony
- Vehicle signs – permit is required only if the vehicle is stationary during operating hours and located in view of a public right-of-way.
- Window signs – covering less than 25% of window space

B. Temporary Signs and Flags Requiring a Permit.

- (1) Any temporary sign not expressly listed as permitted without a permit shall require the issuance of a valid zoning permit prior to installation.

C. Temporary signs in all districts other than C-B or N-B shall be placed in accordance with the following:

- (1) No sign shall be permitted in the right-of-way of a public road, sidewalk, bikeway or trail.
- (2) No sign shall be closer than three (3) feet from the edge of the pavement of the road.
- (3) No sign shall obscure motorist visibility at an intersection.
- (4) No sign shall be higher than 60 inches above the edge of the pavement of the road except for balloons, vehicles, flags, blade flags, umbrellas and attention-getting devices.
- (5) No sign shall obscure or replace another sign.
- (6) A temporary sign shall be removed within seven (7) days following the completion of the purpose for which the sign was erected.
- (7) Balloons and other floating devices may be utilized but shall not be tethered at a height which, due to the wind, will cause the device to be above adjacent property not owned or leased by the primary user.
- (8) Umbrellas imprinted with logos and lettering may be utilized but may not exceed eight (8) feet in height above the surface or any balcony visible from a public right-of-way.
- (9) Signs painted on or attached to parked vehicles (Vehicular Signs) visible from a public right-of-way and located on the same or nearby property shall be considered a temporary sign unless the vehicle is mounted to a pole or to the ground.

D. Temporary signs in C-B or N-B District shall be placed in accordance with the following:

- (1) No sign shall prevent the traffic flow of a public sidewalk, bikeway or trail or be located within a street.
- (2) No sign shall obscure motorist visibility at an intersection.
- (3) No sign shall obscure or replace another sign.
- (4) No sign shall be higher than 48 inches above the edge of the pavement of the road except for balloons, umbrellas, flags, blade flags, inflatable, air activated and attention-getting devices.
- (5) Other than window signs, all signs shall be displayed only when property/facility is open to the public.
- (6) Vehicular signs may not be used in the C-B or N-B Districts.
- (7) Balloons and other floating devices may not extend above the height of the primary use structure.
- (8) Umbrellas imprinted with logos and lettering may be utilized but may not exceed eight (8) feet in height above the surface or any balcony visible from a public right-of-way.

E. Temporary flags such as blade, flutter or feather flags:

- (1) Shall meet the requirements of temporary signs in Section 7-1(A)(10)(C) and (D) above except (4).
- (2) No temporary flag may be higher than 180 inches (15 feet) above the edge of the pavement of the road.
- (3) Shall not be permanently mounted to the ground. (A removable stake is not considered a permanent mount.)
- (4) Shall be displayed only when property/facility is open to the public.

- (5) Temporary flags may be located on a public sidewalk only in the C-B or N-B zoning districts.

F. Balloon, Inflatable and Air-activated signs shall:

- (1) Be located at the lot of the use.
- (2) Meet the requirements of temporary signs in Section 7-1(A)(10)(C) and (D) above except (4).
- (3) Be securely fastened to the ground or a structure.
- (4) Comply with all applicable building codes.
- (5) Have only one air-activated sign with movement per lot of use.
- (6) A sign permit is required for any balloon, inflatable device or air-activated sign which is more than 3 feet in height or which remains on display for longer than 60 days.

G. Banners and Poster signs:

- (1) Banners and posters attached to buildings shall be mounted below the roof line.
- (2) Banner signs may be utilized for up to 60 days in place of a permanent sign.
- (3) No more than two (2) freestanding or fence-mounted banner signs per lot.
- (4) Shall meet the requirements of temporary signs in Section 7-1(A)(10)(C) and (D).
- (5) If mounted to walls must meet the requirements for Wall Signs. If a permanent wall sign is present, any added banner or poster is cumulative in the sum of wall signage allowed per this Section.
- (6) May not be attached to permanent poles or frames including light poles and sign supports, traffic bollards, or support posts for structures.

H. People signs:

- (1) No person holding or acting as a sign shall obstruct a right-of-way including streets, trails, bikeways and sidewalks.
- (2) No sign held by a person shall have an area exceeding 16 square feet.
- (3) One “people” sign is permitted per lot or storefront whichever is greater.
- (4) May only be used during open hours.
- (5) Shall not use animations, lighting or amplified sounds including bullhorns, speaker systems or megaphones.

I. Portable Message signs, Sidewalk Signs, Changeable Copy Signs

- (1) Are only allowed in the NB and CB Districts
- (2) Meet the requirements of Temporary Signs Section 7-1(A)(10)(C) above.
- (3) If a sign is an electronic message sign or LED sign it must meet the requirements in Section 7-1(A)(3)(K).
- (4) Shall not exceed 12 square feet in area.

J. Projected-image Signs (exterior):

- (1) Must meet the requirements of temporary signs in Section 7-1(A)(10)(C) and (D) above.
- (2) Shall be considered as Wall Signs for measurement of height and area.
- (3) Shall have message changes occur no more than once every eight (8) seconds.
- (4) Shall not have the image projected be flashing, intermittent, moving, and scrolling or animated.
- (5) A change in message must be accomplished within an interval of one (1) second or less.
- (6) The projected-image must contain a default design that will freeze the image in one position if a malfunction occurs.
- (7) The maximum light level shall be 0.5 foot-candle at any residential property line and 1.0 foot-candle at any nonresidential property line.
- (8) All projector lamps emitting 1,000 or more lumens shall be aimed at least 60 degrees down from horizontal, or shielded such that the main beam is not visible from adjacent properties, the public street right-of-way or the night sky.
- (9) Shall not project an image onto any building containing a residential use.

- (10) Projection of images onto the sidewalk or ground requires that the projector be securely mounted to a structure and be at least eight and one-half (8 ½) feet above the ground.
- (11) Ground projections shall not extend beyond the property lines or beyond lines drawn from the extension of the existing property lines into the right-of-way of a sidewalk.

K. Attention-Getting Devices and Statues:

- (1) Must meet the requirements of temporary signs in Section 7-1(A)(10)(C) and (D) above.
- (2) A sign permit is required for any Attention-getting device or Statue which is more than 3 feet in height or which remains on display for longer than 60 days.

L. Window Signs/Interactive Displays:

- (1) Posters and opaque signs are limited to covering 25% of window area.
- (2) Writing and graphics on the same window or set of windows should maintain a similar style.
- (3) Translucent/semi-transparent graphics must allow for 75% of the window area to be clear and allow unobstructed visibility from the exterior of the building.
- (4) Rear-projection displays are allowed, but shall not cover more than 25% of the window area on the same façade on the same floor. Any interactive window displays must provide an appropriate place for people to stand while performing the interaction which does not impede pedestrian or other transportation.

(11) 408.11 Prohibited Signs.

Notwithstanding Section 7-1(A)5 and in addition thereto, the following signs, both permanent and temporary, are prohibited in all zoning districts:

- A. Signs extending into the public right-of-way other than those expressly permitted by this section or otherwise approved by the County Commission.
- B. Roof signs.
- C. Flashing, swinging, wind-activated, rotating, smoking, steaming, fume emitting, sound/noise emitting or animated signs.
- D. Any sign which obstructs the view of motorists, pedestrians, or cyclists using any street, sidewalk, bike path, or driveway, or which obstructs the approach to any street intersection or railroad crossing, or which interferes with the effectiveness of any traffic sign, device, or signal.
- E. Illuminated or highly reflective signs which hamper the vision of motorists, pedestrians or cyclists.
- F. Any sign that resembles traffic signals, traffic signs, or emergency vehicle lights and any other sign not erected by a public authority which may be erroneously construed as governmental signs or emergency warning signs.
- G. Beacons, pennants, and strings of lights not permanently mounted to a rigid background, except those permitted as temporary signs.
- H. Any sign that interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder, or opening intended as a means of ingress or egress or providing light or air except for permitted window signs.
- I. Any sign mounted on any curb, sidewalk, post, pole, hydrant, bridge, tree, or other similar structure or surface unless expressly permitted in this Section.
- J. Any sign located on, over, or across any public street right-of-way or property unless expressly authorized by this Section or the Town Council.
- K. Any sign listed as not permitted in Section 7-1(A)(5) or any sign not expressly permitted by this Section.

408.12 (12) Enforcement of Regulations.

- A. Any structure defined as a sign herein that is erected or placed anywhere in Stanly County after adoption of this ordinance that is not in compliance with the provisions of this section shall be subject to the enforcement provisions outlined in Section 7-1(A)4 of the Zoning Ordinance.
- B. Notwithstanding any other provision of this Section or of related standards referenced in this ordinance, applications for permits and enforcement actions will be reviewed only with respect to sign structure or placement, and excluding any reference to message, category, subject, topic, or viewpoint.

408.13 (13) Public Purpose Signs

Signs posted by duly constituted public authorities in pursuance of their public duties are permitted in any zoned district provided that they meet all requirements of Section 7-1 of this Ordinance.